

American Girl Losing Her Trim Slenderness, Photographers Assert

"Automobiles, High Living and All Things That Go With This Money Mad Age Have Brought About a New Type of Woman," Says Carl E. Ackerman.



CARL E. ACKERMAN

Marquette Mooers Marshall. From tall, slim, girlish princess to big, broad-beamed Fatima—that is the tragic future in store for the American woman! She is rapidly approaching the stage when the "type" will appeal chiefly to the man who is apt to measure beauty by quantity rather than quality. And if you don't believe it, go ask your photographer.

"The American woman is certainly losing her slenderness," declared Carl E. Ackerman, editor of the Photographic News, at the recent annual convention of the Photographers' Association of America. "Automobiles, high living and all things that go with this money-making age have brought about a new type of American woman. She depends on massers and anti-fat treatments, and when these fail to keep her slim she asks the photographer or artist to slice off a few pounds of her unnecessary flesh in her portrait."

NOT A THEORY, BUT A CONDITION, SAYS PHOTO EXPERT. And when I talked with Mr. Ackerman, he made it clear that he was not attempting to exploit an individual theory for which he had no proof.

"I commented on the growing corpulence of the American woman," he said, "only after a careful examination of the exhibition of photographs gathered by the Photographers' Association. These represented women from all parts of the country. After surveying them, it was impossible to avoid the conclusion that the formerly slight and graceful national figure is rapidly degenerating into the heavy, round harem type."

"Positively, I think the photographers will soon be compelled to found a new school of re-touching, in which the pupils will be taught to slice off a few

pounds in the portrait without making the sitter look ridiculous." "But how do you account for all this? New York women, at least, are continually trying new flesh-reducing methods," I told Mr. Ackerman.

"What is the use of trying to take off in half an hour a day the flesh you are engaged in putting on the other twenty-three and a half hours?" he retorted. "The favorite method of the would-be reducers is some sort of exercise, either taken by themselves or submitted to from a masser. Perhaps they try rolling on the floor. Perhaps they run around the breakfast table ten times without stopping. Perhaps they join a gymnasium, or practice arm-and-leg motions in the privacy of their apartments. Perhaps they lie on a couch and take a 'body massage' two or three times a week."

"It is seldom that more than thirty minutes daily is given up to any one of these methods of treatment. And the average woman is apt to be irregular and spasmodic in her attempts at reduction. Nor does she ever think of changing the routine of her daily life in deference to her treatment. No wonder she finds the latter to be ineffec-

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Rare Benefits of **PORELAM SOAP** on Tender or Eruptive Surfaces.

If you use Porelam Soap for bathing and every toilet use, each ordinary cleansing operation will become a source of benefit. For, besides making the skin clean, Porelam Soap assures its health, soothes tender skin, improves its color and quality, makes clear complexion and protects against infection and possible disease. It is able to do this because medicated with Polam, the healing skin remedy, and is the only soap containing the modern elements which so readily and quickly cure diseased skin. So many are the advantages and so great the superiority of Porelam Soap that a trial will lead to its continued use, especially by those whose skin shows any tendency to eruptive troubles. It is the best shampoo for dandruff, ideal for infants' use. Unusually large and lasting cake. Price 25 cents. For sale by all druggists.

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scores of women who don't walk the length of a block once a week. Whenever they go out they step into their motor cars. Formerly upper Fifth Avenue was a promenade for the members of the Four Hundred. Now the only women you see walking there are shop girls. Even the houses of the wealthy are fitted with elevators to save the exertion of walking up a flight of stairs.

"The only way for our women to retain their praline slenderness is for them to return to normally active lives," concluded Mr. Ackerman. "They seem in no hurry to do this," he added dependently.

MORE TESTIMONY IN THE CASE. That there is a feeling among many photographers that the figure of the American woman has less beautiful lines than formerly was admitted by Dudley Hoyt. Many of the most fashionable women in New York have "sat" for Mr. Hoyt. He himself is rather averse to being aligned among their

critics, but he admits that many photographs give the effect of increased size. "I believe that the present day styles are largely responsible for any swelling departure of slenderness," he told me. "The Empire gowns, for instance, call for large waists and a certain development of the torso. Then women go on longer wearing the excessively long corset, which a few years ago forcibly compressed many a figure to narrow, tubelike dimensions. According to despatches from Paris, the most recent mode has been no stays at all, or only the slightest and slightest variety. Naturally the figure has a fuller effect, but it is not necessarily less beautiful or graceful."

"A woman may look too large in a photograph or portrait when she is really well formed. But in that case she has either been posed too near the camera, or so placed that one looks down on her, rather than up. I think that the American woman still takes a charming photograph, if the per-

spective and grouping be arranged properly." But though Mr. Hoyt was too polite to say it, the fact that so much care must be taken to pose the American woman seems to show a natural deficiency in the subject!

SHE OUTFOUGHT A BURGLAR.

Then Mrs. Latner Held Him Until Husband Got Police. Henry Latner and his wife caught two burglars in their home, No. 59 West One Hundred and Seventy-eighth street, last evening, and when one of the robbers drew a revolver Latner gave fight to him. The man ran and escaped.

on a charge of burglary. All the silverware and valuables in the Latner home were packed up ready for removal by the burglars.

ALL that the past has accomplished in the production of an artistic player-piano is embodied in the

"With the less you don't forget." It is a masterpiece in the fullest sense of the term. Easy to operate. Send for Booklet. 425 FIFTH AVENUE. Entrance 29th St., N. Y. City

The Wretchedness of Constipation

Can quickly be overcome by **CARTER'S LITTLE LIVER PILLS.** Purely vegetable—most easily and safely used. Sold by all druggists. Head-ache, indigestion, constipation, and biliousness. They do their duty. Small Pink, Small Dose, Small Price. Genuine name Signature.

TOMORROW--LAST DAY Of the GIMBEL July Clearance Sale

Only tomorrow remains of a month of wonderful economies. It will be your LAST CHANCE to share in the store-wide savings produced by this drastic clearance event.

If you haven't visited GIMBELS during this month of stirring offerings, don't fail to be in at the finish tomorrow. If you have shared in the fine opportunities, you will be SURE to come when you know that some of the very best bargains of the month—the last small lots to be gotten out of the way before inventory—will be here tomorrow. DON'T MISS THEM!

Now Comes Her Turn--- The Bathing Dress Girl Tomorrow—A Presentation of Saltwaterproof Dresses At Unparalleled Prices

After the dip—comes the test of the usual bathing suits, and when Gimbel Bathing Dresses score the superiority! Along the plage—Gimbel Dresses are distinctive for their charming styles and good lines.

- What more can be desired, except these unique prices:
- Satin Bathing Dresses, \$5, \$5.95 and \$6.90.
 - Silk Serge Dresses, \$10, were \$17.50.
 - Satin Bathing Dresses, \$10, were \$18.50.
 - Mohair Bathing Dresses, \$2.95, \$3.50, \$3.95, \$4.50, \$4.95, \$5.95, \$6.90 and \$9.50.
 - Tafeta and Silk Serge Bathing Dresses, \$6.50, \$6.90 and \$8.50.
 - Sateen Caps, 50c to \$1; also a few at 50c, were 75c.
 - Knitted Swimming Suits, with brilliant skirts, \$5.50, were \$6.75.
 - Bathing Footwear Canvas Sandals, 25c, 50c; Shoes, 50c to \$1. Sateen Sandals, \$1, \$1.50 and \$1.75. Black Satin High Shoes, \$2, were \$2.75.
 - Children's Flannel Suits, 65c \$1.25, to \$2.25.
 - Silk Caps—plaid, striped and floral designs, \$1 to \$1.50, were \$1.50 to \$1.95.

Crepe Kimonos. That Are Quite the Best for Vacation Wear 600 Kimonos at \$1.25, worth \$1.75 300 Kimonos at \$1.50, worth \$2



"Do you want 900 Cotton Crepe Kimonos?" phoned a well-known manufacturer the other day. "They are left from some orders and I'll give them to you at an exceptional price." Appreciating that many women now going away need such kimonos we looked at his surplus, and when we discovered that we had sold many of their duplicates at the regular prices we were glad to get them.

Not so kimono-y in appearance is the style illustrated, but it is in comfortableness—its little turnover collar of messaline makes it look different. This and another style whose fronts are faced with messaline are \$1.50, instead of \$2. Wistaria and cherry-blossom designs. A Raglan style of bordered crepe and a modified Empire style of pansy or wistaria crepe—\$1.25, instead of \$1.75.

News for Thirty-three Expectant Travelers

Just that many excellent Traveling Bags waiting to be taken on vacations. Sizes 14 to 18 inches—for men and women. All in black, finished in imitation of seal or in straight grain. All leather lined; in club and Oxford styles—a splendid July Clearance bargain. At \$3.50, Were \$5 to \$6.

Imported Inlaid Linoleum 85c Square Yard, Reg. \$1.65

We do not know of as low a price on this fine Inlaid Linoleum from England. In only a few patterns suitable for kitchen, hall or pantry, which explains the half-price of 85c a yard.

Fine Lawn Mowers At Considerable Savings

Fifty-five high-grade Gimbel Lawn Mowers, are much under-price because we were nearing the end of our season. But the grass will keep on growing till the frost comes.

- 18-in. high wheel, plain bearing, \$6, from \$9.25.
- 14-in. low wheel, plain bearing, \$2, from \$3.35.
- 16-inch high wheel, plain bearing, \$7.50, from \$10.50.

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NEWARK, N. J. STORE, 49 AND 51 MARKET STREET
STORE CLOSED AT 9 P.M. DURING JULY & AUGUST

We Open Accounts from \$5 to \$1,000 ON SMALL WEEKLY PAYMENTS We Take Care of Our Customers in Time of Distress or Misfortune. WE GIVE FREE INSURANCE. In case of the death of the wage earner of your family we will at once give you a receipted bill in full of your account. TO OUR CUSTOMERS: During this sale you may add whatever you need to your account WITHOUT ANY EXTRA DEPOSIT.

Our Economy Furniture Sale

SHOWS UNPARALLELED MONEY-SAVING OPPORTUNITIES DURABLE WELL-MADE FURNITURE AT PRICES LESS THAN 1/2 THE ACTUAL COST OF MANUFACTURE

OUR 10% EXTRA CASH DISCOUNT OFFER In addition to the really marvellous values, and as an extra incentive to the economically inclined, we will allow an extra cash discount of 10 per cent. on all cash purchases. This applies to advertised articles as well as to any of the thousands of bargains throughout our enormous stock. In addition to the extra cash discount you will receive double "S. & H." Trading Stamps tomorrow only. LAST DAY OF OUR SPECIAL STAMP OFFER To-morrow you will receive double "S. & H." stamps with all purchases and with all payments made at our office, either in person or by mail. FREE—40 "S. & H." STAMPS FREE TO EVERY PERSON ENTERING OUR STORE—FREE

\$12.75 Solid Oak Morris Chair, 6.49
Solid Oak frames, with broad arms, heavy claw feet, spring seat, reversible cushions covered in plain or fancy velour.

\$10.00 Library or Sitting Room Rocker, 3.49
Very large and attractive Rocker with carved golden oak, polished; soft upholstered imitation leather seat. Strong and durable.

\$20 Golden Oak Buffet, 10.98
Solid golden oak buffet; polished, quartered oak base; heavily carved top, with large bevelled plate mirror; two top drawers, one lined for silver; 2 cabinets, 1 long drawer; wood pulls.

\$60.00 Three-Piece Parlor Suit, 38.79
Mahogany finished, highly polished. Extra heavily carved frames with massive claw feet. Suit consists of Sofa, Arm Chair and Arm Rocker. Loose cushion seats, finely tufted and covered in the best Panama Plush.

\$4.50 White Enamel Steel Bed, 2.95
Continuous posts. Head 54 inches high; 5 heavy fillers in head and foot. Heavy chills. All sizes.

\$8.50 Brass Bed, Colonial Design, 4.24
Heavy posts, with five substantial filler rods in head and foot. Lacquer and construction perfect in every detail. All Sizes Bright Finish Only

THE GIMBEL SUBWAY STORE

TODAY and TOMORROW The Month-End Sale

Presenting the best offerings of the month, and an especially fine showing of bargains. **Men's \$15 and \$18 Suits at \$10.50** Blue serges, grays, browns and tans. Sizes 33 to 46. Gimbel \$15 to \$18 Suits at \$10.50.

Men's \$10 and \$12 Suits at \$6.95. Sizes 33 to 42.
Men's \$2 and \$2.50 Trousers, 85c.
Men's 25c and 35c Stockings, 18c; 3 pairs for 50c.
Men's 35c and 50c Shirts and Drawers, seconds, 35c.
Men's \$1 and \$1.25 Wash Suits, 10c and 15c.
Men's \$1.50 and \$2 Straw Hats, 50c.
Men's \$1.15 White Negligee Shirts, 75c.
Men's 25c Washable Four-in-Hand Ties, 12 1/2c.
Men's 25c and 35c Stockings, 18c; 3 pairs for 50c.
Men's 35c and 50c Shirts and Drawers, seconds, 35c.
Men's \$1 and \$1.25 Wash Suits, 10c and 15c.
Men's \$1.50 and \$2 Straw Hats, 50c.
Men's \$1.15 White Negligee Shirts, 75c.

Women's \$3.50 to \$5 REGAL Shoes, \$1

Surplus and factory rejects, in nearly all the styles the REGAL factories make, all bearing the REGAL trade-mark. **Women's REGAL Pumps and Oxfords**, of patent leather, in sizes 2 1/4 to 6 3/4. A, B and C widths; broken sizes of tan and dull black leathers, with more of the narrow widths. The lowest price since our Month-End Sale of a year ago, to the best of our knowledge, for the well-known REGAL Shoes, \$1 a pair. Subway Store, Balcony

Women's \$3.75 to \$10.75 Linen Coat Suits, \$6.75.
Women's \$3.95 to \$5.75 Tub Dresses, \$2.75.
Women's \$1.50 Silk and Satin Coats, \$7.50.
Women's \$2.25 to \$3.95 Bathing Suits, \$1.90.
Misses' \$7.50 to \$12.50 Tub Dresses, \$5.
Women's \$1 White Waists, 45c.
Women's \$1 and \$1.50 House Dresses, 75c.
5c and \$1 Long White Petticoats, 65c.
Women's 6c to \$2 Kid Gloves, soled, 25c and 35c.
25c Shadow Allover Laces, 12c yard.
\$1 and \$1.25 Embroidered Flouncings, 75c.
Remnants, 35c to \$2 Silks, 18c, 30c and 45c yard.
Remnants, 50c, 75c and \$1 Dress Goods, 22c yard.
Remnants, 12 1/2c to 15c Wash Goods, 7c yard.
Women's 45c Cotton Ribbed Union Suits, 30c.
Women's 15c and 25c Undershirts, 10c and 15c.
Women's 15c and 25c Black Stockings, 10c pair.
Women's 25c, 35c and 50c Simple Hosiery, 18c pair.

75c mercerized Daftusk Napkins, 50c dozen.
20c and 25c Large Huckaback Towels, 15c.
\$1.35 Nottingham Lace Curtains, 65c pair.
35c Holland Window Shades, seconds, 14c.
\$21.50 Axminster Rugs, 9x12 ft., seconds, \$12.50.
25c, 35c and 40c China Matting, 15c yard.
Remnants, 30c and 45c Japanese Matting, 10c yard.
\$1.75 Brass Bedsteads, 2-inch posts, \$9.75.
Framed Pictures at half and less.
\$11 Refrigerators, 25-lb ice capacity, \$7.
50c El-an-ge Enamel Ware, 25c.
Silex Scouring Soap, 12 cakes, 25c.
Babbitt's Giant Cleanser, 5 for 25c.

\$22 Goodrich Sewing Machines, \$12
Made in the famous "Domestic" factory, Automatic lift and drop-head styles; lock stitch, ball bearing, A full set of attachments, and a five-year guarantee. Today and tomorrow, \$12. \$2 cash and \$1 a week.

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